

**Written Testimony of Christopher G. Wood  
Vice President and Senior Legal Counsel  
Univision Communications Inc.**

**Before the  
Subcommittee on Communications, Technology and the Internet  
of the  
Committee on Energy and Commerce  
United States House of Representatives**

**“Issues Relating to The Digital Television Transition”**

**March 26, 2009**

Chairman Boucher, Ranking Member Stearns, and Members of the Subcommittee, my name is Chris Wood and I am Vice President and Senior Legal Counsel of Univision Communications, with responsibility for DTV compliance matters. The focus of my testimony today is the ongoing efforts of Univision and our public and private partners to ensure that our viewers are prepared for the digital television transition. I appreciate the opportunity to speak with you today about this important undertaking.

Univision is the country’s leading Spanish-language media company. Our businesses include the Univision and TeleFutura broadcast television networks, which provide a wide variety of Spanish-language news and information, sports, and entertainment programming. We also own and operate more than three dozen full-power television stations throughout the United States, including Puerto Rico.

But Univision is more than just a broadcasting company. Our stations and networks are integral parts of the community and culture of U.S. Hispanic households. Spanish-language viewers depend on Univision not just for sports and entertainment programming, but also as an essential and reliable source of news, weather and emergency information. And a

significant number of the viewers who rely on Univision also rely exclusively on over-the-air television.

Precisely because the impact of the digital transition is of particular concern to us, Joe Uva, our Chief Executive Officer, told you when he testified before this Subcommittee on October 31, 2007, that Univision was committed to being an industry leader in educating and informing viewers about the coming digital transition.

That very month -- nearly a year-and-a-half before the original DTV transition date and six months before broadcasters were required to undertake any DTV educational initiatives -- Univision launched "Una Nueva Era: TV Digital," our campaign to prepare Hispanics and Spanish-speaking television viewers for the digital transition. "Una Nueva Era" was the first comprehensive, multi-platform DTV educational campaign undertaken by any broadcaster. In fact, I'm pleased to note that, in its 2008 "Service to America" Awards, the National Association of Broadcasters presented Univision with its President's Special Award for our DTV education efforts.

Since launching the campaign --

- Univision has created and broadcast four 30-minute DTV information specials. Hosted by our popular network personalities, these programs have helped viewers determine if their sets contain a digital tuner and, if not, have showed them how to apply for converter box coupons and select and purchase a converter box.
- We have provided additional recurring short-form DTV educational segments in several of our most popular network entertainment and sports programs, and in highly-rated specials such as the Latin GRAMMYs.<sup>®</sup>
- We have covered transition issues in our national and local news and public affairs programs.
- We have aired well over 100,000 DTV educational PSAs.

Univision also hosts a Spanish-language DTV transition website that through December 31, 2008, had received more than 6.6 million page views. In addition to step-by-step guidance on the transition, including information about coupons, converter box features, antennas and channel rescanning, the website provides links to the government agencies that offer additional information in Spanish.

Univision also has used our strong ties to the local Hispanic communities in our markets to launch a grassroots initiative called "Escuadron Digital," or "Digital Squad," in which Univision stations have been reaching out directly to their communities through local activities and events. Altogether, Univision has sponsored a total of 250 community events related to the DTV transition process. For example,

- In partnership with the FCC, NTIA, NAB, Consumer Reports and others, Univision stations have hosted 25 local "town hall" meetings on the DTV transition attended by thousands of viewers in a dozen major Hispanic television markets.
- Univision has organized and funded phone banks in order to provide additional Spanish-language support to the FCC and NTIA toll-free numbers in Dallas, San Antonio, Los Angeles, New York and Phoenix.
- Univision has participated in 48 soft analog tests to help viewers determine DTV readiness in television markets in Texas, Arizona, California, Florida, New York, Pennsylvania, North Carolina, Georgia, Illinois and Puerto Rico.

In order to provide a more comprehensive description of Univision's DTV education efforts over the last 18 months, I have attached to this testimony (as Attachments A - D, respectively) copies of each of the quarterly DTV.gov Transition Partner reports we have submitted to the FCC pursuant to the FCC's Report and Order, *DTV Consumer Education Initiative*, FCC 08-56 (released March 3, 2008).

Throughout these efforts, Univision has collaborated not only with government agencies but also with national and local community organizations. We are proud to be working

closely with the FCC and NTIA as a DTV.gov “Transition Partner.” In addition to the NAB, we have collaborated with leading Hispanic-serving organizations, including the Hispanic Technology & Telecommunications Partnership; the National Council of La Raza; the National Hispanic Council On Aging; and the National Association of Latino Elected and Appointed Officials.

Univision was fully prepared to complete the DTV transition on the original cut-off date of February 17, 2009. Yet, now that the transition has been extended until June 12, we also recognize that more remains to be done. Many Hispanic households have yet to achieve an acceptable state of DTV readiness. But, although Nielsen reports that Hispanic households are less prepared for the digital transition than the general population, it also is clear that our outreach efforts are working. The 4.7 percent disparity in preparedness between Hispanic households and households at large measured in December 2008 had narrowed to 2.5 percent by mid-March.

So, mindful of our unique connection to the Hispanic community, Univision will focus our continuing educational and information efforts on the steps viewers need to take in order to ensure they are fully prepared to view over-the-air digital signals by the new June 12 transition date. We are working as we speak to implement the expanded DTV consumer education requirements recently adopted by the FCC, and we are prepared to start the new 60-day transition “countdown clock” on April 13. Working with the FCC and our other partners, we remain committed to achieving a successful transition for our stations and our viewers by continuing to emphasize the importance of obtaining and installing converter boxes and appropriate antennas and by rescanning the channel lineup.

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I would like to acknowledge the leadership and guidance of Chairman Boucher and of Ranking Member Stearns and their staffs. Your support is critical in enabling us to ensure that all viewers -- especially the Hispanic viewers who depend on Univision's service to their communities -- are prepared for the transition.

Mr. Chairman, I appreciate the opportunity to discuss Univision's transition efforts and I would be pleased to respond to questions that you and other Members of the Subcommittee may have.

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**Attachment A**

**Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
April 10, 2008**

Univision Communications Inc

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April 10, 2008

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington DC 20554

**Re: Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
MB Docket No. 07-148**

Dear Ms. Dortch:

Univision Communications Inc. ("Univision"), as a DTV.gov Transition Partner, is pleased to file this report concerning its efforts to educate the U.S. Hispanic population regarding the transition to digital television ("DTV"). This report is being filed pursuant to Paragraph 50 of the Commission's Report and Order in MB Docket No. 07-148, FCC 08-56, released March 3, 2008. Additionally, Univision is filing reports today on FCC Form 388 for each of its full power television stations.

On October 1, 2007, Univision launched "Una Nueva Era: TV Digital," its campaign to educate Hispanics and Spanish-speaking television viewers in the U.S. and Puerto Rico on the transition from analog to digital broadcasting and prepare them for the full power analog cutoff date. This campaign is vital to Univision's viewers. According to Nielsen, a significant number of Hispanic TV households receive the signals of television stations *only* over-the-air.

Univision believes that "Una Nueva Era," launched six months before broadcasters were required to undertake educational initiatives, was the first comprehensive DTV educational campaign of its magnitude undertaken by any broadcast company. Indeed, the National Association of Broadcasters has announced that it will award Univision the President's Special Award in its 2008 Service to America Awards, for these efforts.

The goals of Univision's educational campaign are to: (1) ensure that U.S Hispanics, particularly Spanish-language viewers, are ready for DTV; (2) offer general information on DTV and how to receive digital broadcast signals; (3) educate consumers on the NTIA's converter box coupon program and related deadlines; (4) link Hispanics with available resources and services regarding DTV; and (5) fully comply with the new requirements imposed by the FCC.

"Una Nueva Era" is a multi-platform campaign using all of Univision's media assets, including its television networks, television stations, radio stations and web site, all of which will be enhanced by community outreach activities. The campaign is being coordinated with the FCC, NTIA, NAB and community groups such as the Hispanic Technology & Telecommunications Partnership, National Council of La Raza, National Hispanic Council on Aging, and National Association of Latino Elected and Appointed Officials.

As planned, Univision's educational campaign will have three phases: (1) promoting general awareness of the digital transition, (2) promoting awareness of the NTIA converter box coupon program and other ways to prepare for the transition, and (3) publicizing the countdown to the full power analog cutoff date. The major elements of Univision's educational campaign are as follows:

- **Public Service Announcements**

Over the past six months, Univision has produced and aired PSAs to educate viewers regarding the digital transition and NTIA converter box coupon program. These PSAs feature the stars of Univision, TeleFutura and Galavision Network programs such as Fernando Arau, host of the morning program "Despierta America," Charytin, star of "Escandalo TV," Barbara Bermudo and Fernando del Rincon, hosts of the magazine program "Primer Impacto," and Carlos Calderon, star of "Acceso Maximo." As the campaign continues, additional network stars will be added to DTV-related PSAs. Since October 1, 2007, the Univision and TeleFutura Networks have inserted over 700 DTV transition PSAs into their network programming, in addition to the PSAs aired locally by affiliated stations.

In addition, a number of Univision's television stations have produced and aired their own DTV educational PSAs featuring local news anchors and reporters, including our stations in the Atlanta, Dallas, Houston, Miami, Phoenix, Raleigh and Tucson markets. In addition, our Fresno market stations are airing 10 second station IDs featuring local news anchors that highlight the DTV transition and converter box coupon program. Univision estimates that, since October 1, 2007, its own stations have aired over 17,000 PSAs regarding the digital transition.

A number of Univision's radio stations have also produced local PSAs regarding the digital transition and addressed issues regarding the transition in



their news and public affairs programming. Keyla Hernandez-Ulloa of the FCC has been a guest on our radio stations in New York and Miami.

- **Crawls, Snipes Or Tickers ("CSTs")**

The Univision and TeleFutura Networks have both informed their affiliates that they will be adding an average of at least 16 DTV-related CSTs per week within network programming, in order to assist them in complying with the FCC's new DTV education requirements. Several of our stations have inserted their own CSTs on the local level.

### **Quarterly Television Specials**

The Univision Network, in partnership with its station group, has already created and aired two separate 30 minute educational programs regarding the digital transition:

The Univision Network aired a half hour special, entitled "TV Digital... ¿Que Tal?" ("Digital TV...What Is It?"), on December 1, 2007 at 4:30 pm ET/PT, again on December 9, 2007 at 12:30 am ET/PT, and again on February 2, 2008, at 11:00 am ET/PT. The program explained in easy to understand terminology the differences between analog and digital broadcasting and detailed the government's coupon program for the purchase of digital-to-analog converter boxes. The special was hosted by Univision Network personalities and featured Carmen Scanlon of the FCC and Carlos Gutierrez, the U.S. Secretary of Commerce. The TeleFutura Network is scheduled to air the same special later this month.

The Univision Network also aired another half hour special, entitled "TV Digital... ¿Cuanto Sabes?" ("Digital TV... How Much Do You Know?"), on March 22, 2008, at 4:30 pm ET/PT and again on March 30, 2008 at 1:30 am ET/PT. The special, hosted by and featuring various Univision Network personalities, again reviewed the difference between analog and digital broadcasting, highlighted the benefits of digital broadcasting, explained the importance of applying for a digital-to-analog converter box coupon and demonstrated, step-by-step, how to properly install a converter box. In this special, Cristina Saralegui, host of Univision's popular talk show "Cristina," interviewed Alex Nogales, president of the National Hispanic Media Coalition, who discussed the importance of the digital conversion and the viewers who will be affected by this change.

We understand that this second special generated some 35,000 phone calls to the NTIA's informational hotline after it aired on March 22, almost five times the previous weekend average of 7,600 calls. It also generated some 10,000 unique browsers to Univision.com's DTV web page, compared to 2,000 unique browsers the Friday before the telecast.

## **Local And National News Segments And Public Affairs Programming**

Univision has addressed the DTV transition in both national and local newscasts and public affairs programs. The Univision Network's public affairs program "Al Punto" has highlighted the transition in several broadcasts, including an interview with U.S. Secretary of Commerce Carlos Gutierrez on January 13, 2008. The Univision Television Group provides its stations with a regular weekly segment on the digital television transition for their local newscasts, entitled "Viernes Digital" ("Digital Fridays"). Past segments of "Viernes Digital" have featured interviews with government officials and representatives from the FCC, NTIA and NAB. In addition, Univision's stations have produced local segments for their own news and public affairs programs on the digital transition. For example, one of our Dallas stations airs a regular segment on the transition in its public affairs program "Via 23" each Saturday morning. One of our Fresno stations has on several occasions devoted its entire 30 minute public affairs program to information about the digital transition.

## **In-Program Education**

The Univision Network's morning program, "Despierta America," has highlighted the digital transition in a number of segments, including coverage of the NTIA press conference in February of 2008 and an interview with U.S. Secretary of Commerce Carlos Gutierrez this month. Its afternoon magazine program, "Primer Impacto," has also aired a number of segments highlighting the digital transition, including coverage of an NTIA press conference in February. We plan to continue these programming efforts.

- **Designated Web Page on Univision On-line**

The Univision Communications consumer web site contains a section devoted to the transition to digital television ([www.Univision.com](http://www.Univision.com)/key word "TV digital"). That section includes information in Spanish explaining what digital television is and its benefits, the reasons for the transition, the analog cutoff date, ways to prepare for the post-analog era, information about antennas, the NTIA converter coupon program, a link to apply for the coupons, and instructions on how to connect converters to television sets. This section of the Univision web site also includes videos of Univision on-air personalities discussing aspects of the transition, Univision's PSAs regarding the educational campaign, news stories on the transition, and segments from Univision's specials.

- **Publicizing FCC and NTIA Toll-Free Numbers**

Univision's PSAs and program segments have publicized the FCC and NTIA toll free numbers for additional information regarding the transition to DTV and the NTIA coupon program.

- **Town Hall Meetings**

On December 8<sup>th</sup>, 2007, Univision's stations in the Chicago market, WGBO and WXFT, sponsored a local town hall meeting on the digital transition at the Little Village High School in Southwest Chicago. The stations worked with the FCC and NAB in preparing for this meeting, which featured representatives of the NAB and a local cable operator. The event attracted more than 700 people, more than the capacity of the auditorium in which it was held. At the meeting, the stations distributed materials regarding the DTV transition from the FCC, NTIA and NAB. The stations both aired portions of the town hall meeting in one hour specials. A number of other Univision stations are now planning similar events. Stations in at least two of our markets have scheduled town hall meetings regarding the digital transition for later this month.

- **Public Forums**

On October 2, 2007, Univision CEO Joe Uva participated in a panel with FCC Chairman Kevin Martin and NAB Executive Vice President, Television, Marcellus Alexander sponsored by the Congressional Hispanic Caucus Institute. Mr. Uva discussed Univision's DTV awareness campaign and the company's commitment to informing and educating its viewers about the transition. On October 31, 2007, Mr. Uva testified before the U.S House of Representatives' Committee on Energy and Commerce regarding Univision's educational campaign.

On March 4, 2008, Diana Diaz, Univision's Director of Corporate and Community Relations, participated in a roundtable discussion co-sponsored by the NAB and Entertainment Industries Council, entitled "Picture This: DTV and the Faces of Transition," concerning the industry's role in educating the public about the transition to DTV.

Univision's local managers have also spoken publicly regarding the digital transition. For example, the community Affairs Director for Univision's stations in the Dallas market made a presentation regarding the transition to the stations' advisory council, a group of 40 local community leaders, at a luncheon on December 13<sup>th</sup>, 2007. The General Manager and Chief Engineer of our Philadelphia market stations met with local community leaders to educate them about the digital transition on January 29, 2008; and with the Asociación Puertorriqueños en Marcha to answer questions about the transition from the community on March 25, 2008. On March 6, 2008, the General Manager from

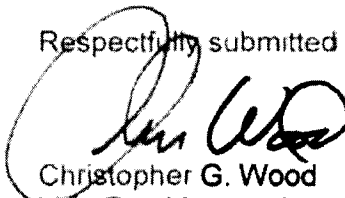
Univision's Phoenix stations spoke about the transition with Councilman Tom Simplot of the Phoenix City Council, who also serves as a member of the FCC's Intergovernmental Advisory Committee. The General Manager of Univision's stations in the Austin market participated in a discussion on the transition at a luncheon sponsored by the American Women in Radio and Television on March 12th, 2008. These efforts will continue over the next quarter.

- **Community Events**

Univision's television stations will also utilize local community events to publicize the transition to digital television and related issues to Hispanics. For example, Univision's television stations in the New York market distributed educational flyers regarding the digital transition from their booth at a career fair sponsored by the Hispanic Association for Career Advancement on March 12, 2008 and at the International Radio & Television Society Minority Workshop for college students on March 31, 2008. Our Phoenix market stations distributed information regarding the digital transition during a Feria del Libro (book fair) held in partnership with the Phoenix Mexican Consulate on March 15 at the Consulate offices in Phoenix.

Univision recognizes its responsibility in educating viewers on important issues that could impact them. We remain strongly committed to informing, empowering and motivating our audiences to take the necessary steps to navigate the transition to digital television. We plan to continue with the same level of effort over the next quarter, working in coordination with the FCC, NTIA, NAB and community groups, to help complete the transition to digital television.

Respectfully submitted



Christopher G. Wood  
Vice President and  
Senior Legal Counsel

cc    Cathy Seidel  
      Pam Slipakoff  
      Monica Desai  
      Lyle Elder  
      Eloise Gore  
      Mary Beth Murphy

**Attachment B**

**Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
July 10, 2008**

Univision Communications Inc.

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July 10, 2008

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

**Re: Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
MB Docket No. 07-148**

Dear Ms. Dortch:

Univision Communications Inc. ("Univision"), as a DTV.gov Transition Partner, is pleased to file this second quarterly report concerning its efforts to educate the U.S. Hispanic population regarding the transition from analog to digital television ("DTV"). This report is being filed pursuant to Paragraph 50 of the Commission's Report and Order in MB Docket No. 07-148, FCC 08-56, released March 3, 2008. Univision's operations include the Univision Television Group, which owns and operates 63 television stations; the Univision and TeleFutura broadcast networks; the Galavision cable network; Univision Radio and Univision Online.

Over nine months ago, Univision launched *Una Nueva Era: TV Digital*, its campaign to educate Hispanics in the U.S. and Puerto Rico on the DTV transition and the termination date for full power, analog television broadcasting. *Una Nueva Era* is a multi-platform campaign using all of Univision's media assets, enhanced by local community outreach activities. This campaign has been coordinated with the FCC, NTIA, NAB and community groups such as the Hispanic Technology & Telecommunications Partnership, National Council of La Raza, National Hispanic Council on Aging, and National Association of Latino Elected and Appointed Officials.

I am pleased to report that on June 9<sup>th</sup>, the NAB's Education Foundation honored Univision with the President's Special Award in its Service to America Awards ceremony in Washington, D.C., in recognition of Univision's DTV educational campaign. In accepting this award, the Chief Executive Officer of Univision, Joe Uva, explained that:

Univision is the champion of Hispanic America. As such, we recognize that it is key to inform and motivate our viewers to take action on DTV as early as possible. That is why we became the first media company to launch a comprehensive national public service campaign designed to educate and prepare our audiences for the transition.

On the following day, at a hearing held by the House Subcommittee on Telecommunications and the Internet on the Status of the DTV Transition, Congresswoman Jane Harman said of Univision:

[I]ts impressive to me that they're making these efforts. Perhaps others are too. But, there is something to celebrate in the private sector in connection with the transition.<sup>1</sup>

Even more satisfying than these accolades, however, are the results of a recent poll conducted by the research firm Smith-Geiger for the NAB. According to this study, **91% of Hispanic households** that receive television signals over the air are now aware of the DTV transition. 69% of the respondents who were aware of the transition reported that they learned about it from messages on television. These results are in sharp contrast to those of a similar study conducted in September of 2007, before Univision began its campaign, which reportedly found that **only 31%** of Hispanic households that received television signals over the air were then aware of the transition.<sup>2</sup>

Univision is pleased with the success of its efforts to date, but now that these efforts have established general awareness, the next step will be to ensure that our audience *takes action*. Last month, Univision announced the newest phase of its DTV educational campaign, a grassroots and on-air initiative under the banner *Escuadron Digital*, or "Digital Squad." As part of this initiative, Univision stations are reaching out directly to their communities through DTV Town Hall meetings, other local events, and DTV street teams.

In partnership with the FCC, NTIA, NAB and others, Univision stations have held local Town Hall meetings concerning the DTV transition in ten markets: New York, Chicago, San Francisco, Houston, Dallas, Philadelphia, Phoenix, Sacramento, Fresno and Bakersfield. Thousands of individuals attended these events. In fact, our recent Town Hall in Fresno drew more than 1,200 attendees and one in Philadelphia attracted more than 3,000 people.

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<sup>1</sup> Taken from unofficial transcript.

<sup>2</sup> See John Eggerton, "Study: 91% of Hispanics Aware of DTV Transition," *Broadcasting and Cable*, June 24, 2008.

Univision has supplemented these Town Halls with a number of other local outreach efforts. In Houston, for example, our local team also provided DTV information and assistance at events at Mason Park, Wesley Community Center, Miller Outdoor Theater, George R. Brown Convention Center and the Bethany Christian Church. In Fresno, our *Escuadron Digital* provided DTV information at events at the Fulton Mall, in Huron, in the City of Parlier and at the local Mexican Consulate offices. In Atlanta, our local *Escuadron* offered assistance and information at the Plaza Fiesta mall, where the FCC also staffed a booth. In Miami, our *Escuadron Digital* has been demonstrating converter boxes and giving out coupon materials locally. Some of these activities, including demonstrations of how to connect a converter box, are also being shown on our local news.

On the national level, Univision has created a Digital Squad made up of network personalities Carlos Calderon, the host of the Galavision cable network's *Acceso Maximo*; Tony Dandrades, from the Univision Network's news magazine *Primer Impacto*; and Liliana Rodriguez Luciano from the TeleFutura Network's *Escandalo TV*. The national squad will be highlighted in 30 second vignettes and its "missions" will be shown on an upcoming network special and on Univision.com's "TV Digital" webpage.

Furthermore, Univision personnel continue to educate the public about the DTV transition through speaking engagements. For example, Felicitas Cadena, Community Affairs Coordinator for our Dallas area stations, spoke about the transition at her stations' literacy event, *Leer Es Crecer*, and at a meeting of Dallas-Ft. Worth Hispanic leaders. Steve Hess, the Chief Engineer of our Tampa area station, spoke at a local NAB forum. Grace Olivares, our Houston area Community Affairs director, spoke about the DTV transition on a local radio program with Congressman Gene Green. Steve Stuck, the General Manager of our Sacramento area stations, testified about Univision's efforts to educate viewers about the transition at an informational hearing before the California State Assembly Committee on Arts, Entertainment, Sports, Tourism and Internet Media.

A number of Univision's local outreach activities have been targeted to the senior community. Ramon Pineda, the General Manager of Univision's New York area television stations, conducted a presentation for senior citizens at the Berkeley Heights Senior Group. In Los Angeles, our local *Escuadron Digital* provided information and assistance to three senior care centers. Richard Pepper, our Chief Engineer in the Boston area, spoke at an NAB forum at the Northborough, Massachusetts Senior Center. Personnel from our Philadelphia station spoke to seniors on June 16<sup>th</sup> at the monthly meeting of the National Association for Hispanic Elderly. In Bakersfield, Maria Hernandez, our Community Director, participated in a Senior's Fair and distributed information and resources concerning DTV to 200 people.



Univision stations also continue to inform their communities about the transition and related issues in their newscasts and public affairs programming. For example, in Atlanta, on June 1<sup>st</sup>, our community affairs program *Nuestra Georgia* devoted its entire 30 minutes to discussion of the DTV transition and featured Jennifer Elena from the FCC. In San Francisco, on April 4<sup>th</sup>, the half hour morning program *Al Despertar* featured our stations' engineers, Operations Director and Community Affairs Manager discussing the transition and actions needed to prepare. In Miami, our public affairs program *Ahora en Nuestra Comunidad* has featured Keyla Hernandez Ulloa of the FCC discussing the DTV transition. In Los Angeles, our morning newscast *Primera Edicion* has broadcast live on several occasions from locations where our local street team is offering viewers DTV information and assistance.

DTV educational PSAs continue to play an important role in our campaign as well, on both the network and local station level. Univision estimates that, since the start of its campaign, its O&O television stations have aired more than 40,000 PSAs regarding the DTV transition. And, this figure does not include the Univision and TeleFutura Network PSAs aired by other companies' affiliated stations across the country.

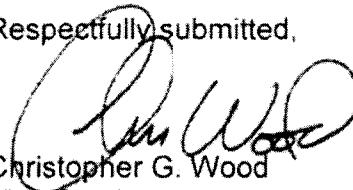
In addition, our Orlando area station, WOTF, joined 11 other stations in that DMA to conduct a 60 second DTV test on June 25<sup>th</sup>, as part of a coordinated effort to publicize the transition. The stations temporarily discontinued their analog signal to allow viewers to determine if their sets were DTV-ready. Viewers whose sets were analog-only saw a black screen for ten seconds during the test, with a number to call for more information.

Finally, Univision's web site contains a microsite dedicated to the DTV transition. From Univision's home page ([www.univision.com](http://www.univision.com)), the microsite may be accessed by a link titled "Television Digital" or by entering the keyword "TV digital," as publicized in Univision's educational campaign. Since the start of Univision's campaign, this microsite has received *more than 4.1 million page views*.

The "Television Digital" microsite includes information in Spanish explaining the upcoming digital transition, what it is, its benefits, the reasons for the transition, and how to prepare. It also provides visitors with a countdown to the analog cutoff date, how to tell if their TV set is analog or digital, how to apply for a converter box coupon and a link to NTIA's site to do so. In addition, the site offers information and instructions on how to connect converter boxes and a glossary of DTV terminology. Further, there is a section that includes PSAs featuring Univision national talent, who encourage our audience to prepare for this switch and explain how to apply for a coupon. There are also videos of the DTV specials that Univision has aired and links to the government agencies that offer additional information in Spanish.

Univision fully appreciates its role in educating viewers on important issues that impact them, such as the DTV transition. We remain committed to continuing our efforts to help our viewers successfully complete this transition, working with the FCC and others.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Chris Wood", written over the typed name.

Christopher G. Wood  
Vice President and  
Senior Legal Counsel

cc: Cathy Seidel  
Pam Slipakoff  
Monica Desai  
Lyle Elder  
Eloise Gore  
Mary Beth Murphy  
Dana Sherer

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**Attachment C**

**Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
October 10, 2008**

Univision Communications Inc.

DOCKET FILE COPY ORIGINAL

Received & Inspected

OCT 23 2008

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October 10, 2008

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

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MB Docket No. 07-148**

Dear Ms. Dortch:

Univision Communications Inc. ("Univision"), as a DTV.gov Transition Partner, is pleased to file this third quarterly report concerning its efforts to educate the U.S. Hispanic population regarding the transition from analog to digital television ("DTV"). Univision began its campaign to educate Hispanics regarding the DTV transition, *Una Nueva Era: TV Digital*, **over a year ago** -- long before any mandatory requirements took effect. This report is being filed pursuant to Paragraph 50 of the Commission's Report and Order in MB Docket No. 07-148, FCC 08-56, released March 3, 2008.

*Una Nueva Era: TV Digital* has been a multi-platform campaign using all of Univision's media assets. Univision's operations include the Univision Television Group, which owns and operates 63 television stations; the Univision and TeleFutura broadcast networks; Univision Radio and Univision Online. This campaign has been coordinated with the FCC, NTIA, NAB and community groups such as the Hispanic Technology & Telecommunications Partnership, National Council of La Raza, National Hispanic Council on Aging, and National Association of Latino Elected and Appointed Officials. We appreciate Commissioner Adelstein's recent observation at a New York DTV town hall meeting that "Univision has been a tremendous partner in our efforts to alert the Hispanic community about the upcoming Digital Transition."

- ***Escuadron Digital* Grassroots Initiatives**

During the most recent calendar quarter, Univision has focused much of its DTV educational efforts on a grassroots initiative under the banner *Escuadron*

No. of Copies re. ...  
List ABCDE

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*Digital*, or *Digital Squad*, in which Univision stations have been reaching out directly to their communities through local activities and events, which are publicized on air for further impact. In partnership with the FCC, NTIA, NAB and others, Univision stations have hosted 25 local "town hall" meetings on the DTV transition, in New York, Chicago, Miami, San Antonio, San Francisco, Houston, Dallas, Philadelphia, Phoenix, Sacramento, Fresno and Bakersfield. Thousands of individuals have attended these events:

- On July 17<sup>th</sup>, our stations in the San Antonio market hosted a town hall attended by approximately 700 people.
- On July 24<sup>th</sup>, our stations in the Miami market hosted a town hall at Goodlet Park, with representatives from the FCC and NAB, attended by approximately 100 people.
- Our stations in the Chicago market hosted their second DTV town hall on July 26<sup>th</sup>, at Morton College in the suburb of Cicero. Approximately 300 people attended that event, which included panelists from Consumer Reports, the FCC, NTIA and others.
- On August 23<sup>rd</sup>, our stations in the New York market hosted a DTV town hall at the Hostos Community College in the Bronx, with representatives from the FCC, NAB and the Hispanic Federation. Approximately 400 people attended this event, which was taped and aired as an hour special.

A number of our stations have hosted or participated in local events featuring FCC Commissioners who travelled to our markets to help publicize the DTV transition:

- On September 11<sup>th</sup>, Univision's stations in the San Francisco market were pleased to participate in a public meeting with FCC Commissioner Jonathan Adelstein and former FCC Commissioner Rachelle Chong.
- Our New York area stations hosted a town hall meeting that featured FCC Commissioner Jonathan Adelstein on September 27<sup>th</sup>.
- On September 29<sup>th</sup>, our Atlanta market station participated in a DTV town hall meeting with Commissioner Deborah Tate, sponsored by Georgia Public Broadcasting and the FCC to raise awareness and educate consumers on the DTV transition.

Further, Univision has supplemented these town halls with other local activities across the country. For example:

- In the Dallas market, our local *Escuadron Digital* provided information and assistance at the Little Elm Public Library, the Gran Fiesta, the Latino Wellness Health Fair, "Viva Dallas" and the *16 de Septiembre* event in Irving.
- In San Antonio, our local stations partnered with the Mexican Consulate to distribute DTV brochures, and with the local energy utility to mail DTV informational inserts to 500,000 customers. Our stations also provided

information and assistance on DTV at the Guadalupe Cultural Arts Center on July 17<sup>th</sup>, and at the Sixth Annual Latina Health Conference, attended by approximately 10,000 people, on August 16<sup>th</sup>.

Our stations have provided viewers with information by phone:

- On July 2<sup>nd</sup> and August 21<sup>st</sup>, our Dallas area stations hosted phone banks which viewers could call and ask questions regarding the DTV transition.
- On July 26<sup>th</sup>, our stations in the San Antonio market set up a phone bank with station personnel after airing a one hour DTV special. They answered approximately 200 viewer calls.
- Our Los Angeles area stations hosted a DTV awareness telethon, in which DTV experts took viewer calls, on September 3<sup>rd</sup>.
- On September 27<sup>th</sup>, our New York market stations hosted a phone bank for DTV questions in collaboration with the Hispanic Federation.
- In the Phoenix market, our stations established an information line with a two minute pre-recorded message on DTV, including information on converter box availability, list of local retailers and a 1-800 number for information on the coupon program.

A number of Univision's local outreach activities have been targeted to the senior community:

- On July 25, 2008, the Vice President and General Manager of our New York area stations gave a presentation to a group of approximately 250 senior citizens at the *Americas Unidas* Senior Center in Hackensack, New Jersey.
- Our Miami area stations provided information and assistance on the DTV transition at the Hialeah Senior Center on July 8<sup>th</sup>, July 22<sup>nd</sup> and August 12<sup>th</sup>.
- Our Los Angeles area stations' local *Escuadron Digital* provided information and assistance on the DTV transition at the Altamead Adult Day Care Center in El Monte on August 8<sup>th</sup>.
- In Puerto Rico, our local sales manager spoke to a group of seniors about DTV at a retirement home in Rio Piedras on August 15<sup>th</sup>.
- On August 22nd, the Chief Engineer and Community Relations Director of our stations in the San Antonio market spoke to approximately 85 seniors regarding the DTV transition at Our Lady of Angels Nutrition Center.

- **Network Programming**

The Univision and TeleFutura Networks have addressed the DTV transition in network programming aired on their affiliates' stations across the country. During the last quarter, the Networks presented their third hour long special educating viewers on the digital transition, *TV Digital ... Estas Preparado? (Digital TV ... Are You Ready?)*. Hosted by Network personalities

Fernando Arau and Carmen Dominicci, the special helped viewers apply for converter box coupons, select and purchase a converter box, and determine if their sets contain a digital tuner. The special featured a national *Escuadron Digital* made up of network personalities Carlos Calderon, the host of the Galavision cable network's *Acceso Maximo*, as the squad captain; Tony Dandrades, from the Univision Network's news magazine *Primer Impacto*, as the converter box tech; and Liliana Rodriguez Luciano from the TeleFutura Network's *Escandalo TV*. In addition, cast members of the TeleFutura Network programs *Escandalo TV*, *Contacto Deportivo* and *EVT TV Extra* regularly reminded viewers of the DTV transition, and need to prepare for it, throughout July, August and September.

- **Public Speaking**

Univision personnel have continued to educate the public about the DTV transition through speaking engagements. For example, on July 10<sup>th</sup>, Bert Gomez, Univision's Vice President of Government Relations, participated in the DTV panel at the 79<sup>th</sup> annual LULAC Convention held in Washington, D.C. The panel, which also included representatives of NAB, the Hispanic Information & Telecommunications Network, and others, discussed the critical strategies being phased in to help the Latino community prepare for the transition.

On July 12<sup>th</sup>, 2008, Diana Cristina Diaz, Univision's Director of Corporate and Community Relations, participated in the DTV panel at the NCLR's annual conference held at the San Diego Convention Center. The panel also included representatives from NAB and the Leadership Conference on Civil Rights. At the same conference, Univision partnered with NTIA to register attendees for converter box coupons. Univision also played its DTV PSAs and specials for attendees on monitors at the Univision booth.

On August 29, 2008, New York news anchor and local *Escuadron Digital* member Antonio Martínez served as moderator for a DTV panel at the *Somos el Futuro Conference* (coordinated by the Hispanic Federation) in Long Island. The panel included representatives of the FCC and Hispanic Federation.

On September 15, 2008, Cesar Conde, Vice President and Chief Strategy Officer for Univision Communications, participated in a panel on DTV at the National Association of Multi-Ethnicity in Communications' annual conference. The panel also included Monica Desai, Chief of the FCC's Media Bureau, Shermaze Ingram, Sr, Director, Media Relations, DTV Transition, NAB, and others.

- **News And Public Affairs**

During the last quarter, Univision stations continued to inform their communities about the transition and related issues in their newscasts, public affairs programs, and other local programming. For example:

- On July 26<sup>th</sup> our stations in the San Antonio market aired a one hour special entitled *DTV Avanzando Con La Tecnologia (DTV: Advancing With Technology)*.
- Our Fresno area stations dedicated their entire 30 minute community affairs program, *Angulo T*, to the DTV transition on July 6<sup>th</sup>, July 13<sup>th</sup> and August 10<sup>th</sup>.
- In the Atlanta market, our station's Friday newscasts now include a report on converter box availability.
- In the New York market, our WXTV aired interviews with Commissioner Jonathan Adelstein concerning the DTV transition on its 6 and 11 pm newscasts on September 27<sup>th</sup>.

- **Public Service Announcements**

DTV educational PSAs continue to play an important role in our campaign as well, on both the network and local station level. A number of our stations have produced and aired their own DTV PSAs featuring local on air talent. Our stations also air PSAs transmitted by the Univision and Telefutura Networks, as do other Network affiliates across the country.

- **DTV "Microsite"**

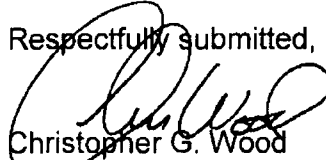
Finally, Univision's web site contains a microsite dedicated to the DTV transition. From Univision's home page ([www.univision.com](http://www.univision.com)), the microsite may be accessed by a link titled *Television Digital* or by entering the keyword "TV digital," as publicized in Univision's educational campaign. Since the start of Univision's campaign, this microsite has received *more than five million page views*.

The *Television Digital* microsite includes information in Spanish explaining the upcoming digital transition, what it is, its benefits, the reasons for the transition, and how to prepare. It also provides visitors with a countdown to the analog cutoff date, how to tell if their TV set is analog or digital, how to apply for a converter box coupon and a link to NTIA's site to do so. In addition, the site offers information and instructions on how to connect converter boxes and a glossary of DTV terminology. Further, there is a section that includes PSAs featuring Univision national talent, who encourage our audience to prepare for this switch and explain how to apply for a coupon. There are also videos of the DTV specials that Univision has aired and links to the government agencies that offer additional information in Spanish.



As we approach the final countdown to the analog cutoff date, Univision continues to embrace its role in educating viewers on the DTV transition. We began our award-winning campaign over a year ago. We remain committed to continuing our efforts to help our viewers successfully complete this transition, working with the FCC and others.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Chris Wood", is written over the typed name.

Christopher G. Wood  
Vice President and  
Senior Legal Counsel

cc: Cathy Seidel  
Pam Slipakoff  
Monica Desai  
Lyle Elder  
Eloise Gore  
Mary Beth Murphy  
Dana Scherer

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**Attachment D**

**Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
January 12, 2009**

Univision Communications Inc.

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Senior Legal Counsel

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FILED/ACCEPTED

JAN 14 2009

Federal Communications Commission  
Office of the Secretary



January 12, 2009

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington, DC 20554

**Re: Univision Communications Inc.  
DTV.gov Transition Partners Quarterly Report  
MB Docket No. 07-148**

Dear Ms. Dortch:

Univision Communications Inc. ("Univision"), as a DTV.gov Transition Partner, is pleased to file this quarterly report concerning its most recent efforts to educate the U.S. Hispanic population regarding the transition from analog to digital television ("DTV").<sup>1</sup> During the Fourth Quarter of 2008, Univision began the final phase of its DTV education campaign, covering the crucial last 100 days before the analog cutoff date scheduled for February 17, 2009. Travelling this last mile, Univision is gratified that its campaign has increased awareness of the digital transition substantially among Hispanic viewers. At the same time, we remain aware that additional work must be done to ensure our audiences are prepared, and we are committed to this effort.

• ***Una Nueva Era: Overview of Univision Efforts to Date***

Univision began its campaign to educate U.S. Hispanics regarding the DTV transition, titled *Una Nueva Era: TV Digital*, well over a year ago -- long before there were any mandatory requirements. *Una Nueva Era* has been a multi-platform effort involving the Univision and TeleFutura broadcast networks; the Univision Television Group's 63 stations; Univision Radio's stations across the country; and Univision Interactive Media (formerly Univision Online). In addition to its own assets, Univision's partners in this campaign have included the FCC; NTIA; NAB; Hispanic Technology & Telecommunications Partnership; National Council of La Raza; National Hispanic Council On Aging; and the National Association of Latino Elected and Appointed Officials.

<sup>1</sup> This report is being filed pursuant to Paragraph 50 of the Commission's Report and Order in MB Docket No. 07-148, FCC 08-56, released March 3, 2008.

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Since the launch of its campaign on October 1st, 2007, Univision has produced **four separate 30-minute DTV specials** for the Univision and TeleFutura Networks and their affiliates:

- *TV Digital... ¿Que Ta? (Digital TV...What Is It?);*
- *TV Digital... ¿Cuanto Sabes? (Digital TV... How Much Do You Know?);*
- *TV Digital ... ¿Estas Preparado? (Digital TV ... Are You Ready?); and*
- *TV Digital: ¡Falta Poco! (Digital TV: It's Almost Here).*

Many of our own stations have run these specials on multiple occasions. The Univision and TeleFutura Networks also have presented vital information regarding the transition within a number of their most popular programs, including *Al Punto (To The Point)*; *Despierta América (Wake Up America)*; *El Gordo y La Flaca (The Scoop and the Skinny)*; *Primer Impacto (First Impact)*; *República Deportiva (Sports Republic)*; *Sábado Gigante (Giant Saturday)*; and *Escándalo TV (ShowBiz TV)*.

In addition to its Network programing, our stations have produced and run their own **local programs related to the digital transition**. For example:

- In the Miami DMA, our stations devoted their entire public affairs program, *Ahora En Nuestra Comunidad*, to the DTV transition on November 22<sup>nd</sup> and 23<sup>rd</sup>, with highlights of their DTV Town Hall Meeting at the Goodlet Theater in Hialeah.
- In the Houston DMA, our stations aired a one hour DTV special on December 13<sup>th</sup> and 14<sup>th</sup>, featuring highlights from a Town Hall Meeting they hosted with participants from the FCC and NAB.
- In the New York DMA, WXTV aired a one hour special on December 20<sup>th</sup> based upon its DTV Town Hall Meeting at the Park Performing Arts Center. The program included information on the transition, converter box coupons, and options to be ready on the analog cutoff date.
- In the Chicago DMA, WGBO-TV aired a one hour DTV special on December 22<sup>nd</sup>, based upon its Town Hall Meeting at Hispanic Little Village.

Univision also has implemented a **grassroots initiative for DTV education** under the banner ***Escuadron Digital***, or *Digital Squad*. As part of that initiative, Univision stations have been reaching out directly to their communities through local activities and events, which are publicized on air for further impact. Across the country, Univision has hosted more than 200 local events related to the DTV

transition. Thousands of individuals have attended these events. Most recently, our stations have hosted **DTV Town Hall Meetings** in Austin (October 3<sup>rd</sup> at the Southwest Community Center); Tucson (October 18<sup>th</sup> at Phoenix College and November 22<sup>nd</sup> at the Sunnyside High School); San Antonio (October 18<sup>th</sup> at the Thirty Auditorium of Our Lady of the Lake University, attended by over 300 people); Sacramento (November 1 at a local Boys and Girls Club); Miami (November 8<sup>th</sup> at the Goodlet Theater in Hialeah); New York (November 8<sup>th</sup> at the Park Performing Arts Center); Dallas (November 19<sup>th</sup> and December 6<sup>th</sup>); Atlanta (November 22 at the Berkmar High School); Houston (December 6<sup>th</sup> at the Southwest Multi-Service Center); and Chicago (December 8<sup>th</sup> at the Hispanic Little Village).

Univision estimates that, as of December 31, 2008, its own stations have aired **more than 85,000 DTV informational PSAs** – a figure that does not include the Network PSAs aired by other broadcasters' affiliates of the Univision and TeleFutura Networks. Our PSAs have featured Hispanic Members of Congress, the U.S. Secretary of Commerce, and both national and local on air talent. Univision also has created a customized PSA message for viewers of its low power stations, to alert them to the need to choose a converter box that will pass through an analog LPTV signal.

On our website, **Univision.com**, we have created a comprehensive microsite dedicated to the DTV transition. The microsite may be accessed by a link titled *Television Digital* or by entering the keyword "TV digital," as publicized in Univision's educational campaign. It includes information in Spanish explaining the upcoming digital transition, what it is, its benefits, the reasons for the transition, and how to prepare.

- **Univision's Focus on the "Final Mile" of the DTV Transition**

On Sunday, November 9<sup>th</sup>, Univision kicked off the final 100 days before the analog cutoff with its fourth DTV **network special, *TV Digital: ¡Falta Poco!* (*Digital TV: It's Almost Here*)**. The half-hour special included an exclusive interview with the long-time host of our *Sabado Gigante* program, Don Francisco, who shared with viewers his personal recollections on the evolution of television and his views on the benefits of digital broadcasting. The program also included guidance from Elena Chavez, the Spanish-language outreach manager for the Consumers Union, who answered questions from viewers across the U.S. about applying for government funded coupons and buying and installing converter boxes.

On the following day, Univision CEO Joe Uva announced the last phase of our DTV education campaign at a **public forum in Washington** with NAB President David Rehr, U.S. Secretary of Commerce Carlos M. Gutierrez, FCC Chairman Kevin Martin and Commissioners Deborah Tate and Robert McDowell, and others, which marked the final 100 day countdown. Mr. Uva remarked that:

"As we approach the final mile on the road to the DTV transition, Univision is energized by the substantially increased levels of awareness among Hispanic viewers, but we recognize that there is still a significant amount of work to be done to ensure our audiences are prepared. Over the next 100 days we are focused on reaching our audiences through our top programs, including the Latin GRAMMYs, to help our viewers take action."<sup>2</sup>

**The Latin GRAMMY awards** aired on Univision November 13<sup>th</sup>. The program, telecast of from Houston, Texas, included a minute and a half long educational spot concerning the digital transition. According to Nielsen Media Research's NTI Ratings, this broadcast attracted some 11 million viewers.

Univision also has launched a new series of **PSAs focusing on the deadline**, which explain the impact of the analog cutoff and advise viewers on the proper steps necessary to ensure a smooth DTV transition. The new PSAs feature some of the network's most popular personalities.

The Univision and TeleFutura Networks both have added a **daily countdown segment** indicating the number of days left until the analog cutoff on February 17<sup>th</sup>, which appears within several popular programs. A number of our stations also run a *local* countdown segment, including our WXTV in the New York DMA, KMEX-TV in the Los Angeles DMA, WGBO-TV in the Chicago DMA, KDTV in the San Francisco DMA, KXLN-TV in the Houston DMA and KUVN-TV in the Dallas DMA. The dedicated DTV microsite on Univision.com has included a daily countdown from the start.

Univision stations also have conducted a number of **"soft tests" on their analog broadcasts**, depicting or alerting viewers to the upcoming analog cutoff, to help increase viewer awareness and readiness. Tests have been conducted by our stations in local markets such as San Francisco (conducted by KDTV on October 21<sup>st</sup>); New York (on October 28<sup>th</sup> and December 2<sup>nd</sup>); Chicago (conducted by WGBO-TV on November 12<sup>th</sup>); Philadelphia (conducted by WUVP-TV on November 17<sup>th</sup> and December 17<sup>th</sup>); Houston (on November 17<sup>th</sup>); San Antonio (conducted by KWEX-TV on November 17<sup>th</sup>, December 6<sup>th</sup> and December 7<sup>th</sup>); Fresno (December 2<sup>nd</sup>); Dallas (conducted by KUVN-TV on December 4<sup>th</sup>); Atlanta (December 8<sup>th</sup>, 10<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup>); Austin (December 10<sup>th</sup>); and Miami (conducted by WLTW on December 17<sup>th</sup>, 22<sup>nd</sup> and 29<sup>th</sup>).

On December 3<sup>rd</sup>, our station KMEX-TV in Los Angeles shut off its analog signal for one minute each hour between 5 a.m. and midnight. Viewers saw a graphic telling them if they were digital-ready and referring them to a phone bank to answer questions.

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<sup>2</sup> Remarks of Univision CEO Joe Uva at the Newseum, Washington, D.C., November 10, 2008.

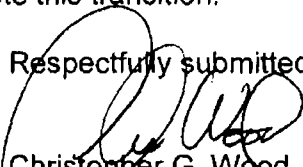
Univision stations have set up **voluntary phone banks** to answer questions and provide information on the transition in connection with these "soft" analog tests. In the Fresno DMA, our December 2<sup>nd</sup> test was coupled with a phone bank to assist viewers with questions and converter box coupon requests. Throughout the day, more than 1,000 viewers were signed up for coupons. In Los Angeles, our phone bank on December 3<sup>rd</sup> answered thousands of calls throughout the day. Our Dallas phone bank on December 4<sup>th</sup> received over 13,000 calls throughout the day. 9,000 of them sought assistance with coupon requests. Our Atlanta and Philadelphia stations also established phone banks in connection with their soft tests to raise viewer awareness.

Finally, we are proud to note that FCC Commissioner Jonathan Adelstein recently remarked at the Government Video Technology Expo, held at Washington, D.C., on December 2, 2008:

"Univision has conducted a series of soft analog shut-off tests and engaged in perhaps the most aggressive consumer education outreach effort. Tomorrow, Univision's KMEX in Los Angeles will shut off its analog signal for one minute each hour between 5 am and midnight. That's truly commendable."<sup>3</sup>

As our CEO observed at the start of the 100 day countdown, Univision is energized by the substantially increased levels of awareness among Hispanic viewers. At the same time, we recognize that there is still a significant amount of work to be done to ensure our audiences are prepared. We remain committed to helping our viewers successfully complete this transition.

Respectfully submitted,

  
Christopher G. Wood  
Vice President and  
Senior Legal Counsel

cc: Cathy Seidel  
Pam Slipakoff  
Monica Desai  
Lyle Elder  
Eloise Gore  
Mary Beth Murphy  
Dana Scherer

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<sup>3</sup> "DTV Transition: It's Not Too Late to Get It Right," Remarks of Commissioner Jonathan S. Adelstein, Government Video Technology Expo, Washington, D.C., on December 2, 2008.